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Emirates rename their first city-based hotel - The Harbour Hotel & Residence

Emirates Hotels & Resorts announce the renaming of the Emirates Marina Hotel & Residence, their first city-based hotel - The Harbour Hotel & Residence

/24-7PressRelease/ - February 06, 2008 - Emirates Hotels & Resorts' first city-based hotel, Emirates Marina Hotel & Residence has been re-named The Harbour Hotel & Residence.

The 52-storey luxury property, a USD 141 million investment for Emirates Airline's luxury hotel division, formally opened its doors in November 2007. The re-branding which officially took effect at the start of the year will be applied to all communication channels, external signage and operational items over the next few months.

Located at the gateway to the Dubai Marina, The [Harbour Hotel & Residence](#) boasts easy access to Dubai's prime leisure and commercial districts. The Marina boulevard teeming with cafes, shops, and entertainment facilities; the popular Jumeirah beach; and the Mall of the Emirates, Dubai's most fashionable mall are within easy reach, as are prime commercial centres, Dubai Internet City; Dubai Media City; and Jebel Ali Free Zone.

Tony Williams, Vice President, [Emirates Hotels & Resorts](#) said: "Since 2005 when we first announced our plans to develop a city-based [hotel at the Dubai Marina](#), the waterfront development has been at the centre of a construction boom with many new projects being branded under the name 'Marina'. The presence of several Marina-branded properties is likely to cause confusion among first-time visitors."

"Re-branding our property as The Harbour Hotel & Residence allows us to maintain a distinct, individual identity while at the same time retains the essence of the Marina waterfront development in the hotel's name."

"We have communicated the re-branding campaign to our partners in the travel industry, and are currently assisting them to update their promotional material," added Tony.

The Harbour Hotel & Residence features 261 large suites offering choices of 24 spacious studio rooms, six one-bedroom, 170 two-bedroom and 55 three-bedroom suites, as well as six penthouses. Ideal for Dubai's frequent visitors that have both business and leisure, and even family travel requirements, the suites are equipped with luxury fittings and separate lounge and dining areas.

The hotel offers innovative approaches in its restaurant concepts. Counter Culture is a street-level, New York style Deli, Coffee Bar and Bakery rolled into one. The Mediterranean style restaurant, Az.u.r, features menus with a variety of organic dishes, as well as health and diet produce. The Observatory, the hotel's flagship restaurant located on the 52nd level and due to open later this year, is an international, slightly avant garde restaurant. A place to see and be seen, the restaurant offers arguably the most stunning views of the Gulf, Palm Jumeirah, and Dubai Marina.

The Harbour Hotel & Residence is part of Emirates Hotels & Resorts, the airline's premier hospitality management division containing a portfolio of luxury conservation-based resorts and spas. These include the award-winning Al Maha Desert Resort & Spa in the desert hinterland of Dubai; Wolgan Valley Resort & Spa in Australia; and [Cap Ternay Resort & Spa](#) in the Seychelles.

The expanding portfolio of Emirates Hotels & Resorts includes its next major opening -The [Green Lakes Serviced Apartments](#) due to open in May 2008. Located within the Jumeirah Lakes Towers, this property will feature 283 fully-serviced apartments with views over the Emirates Hills' golf club.